

TRADEMARK ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900412427

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Appetite For Healthy Living LLC		06/30/2017	Limited Liability Company: NEW YORK

RECEIVING PARTY DATA

Name:	Purely Elizabeth LLC
Street Address:	3200 Carbon Place, Suite 101
City:	Boulder
State/Country:	COLORADO
Postal Code:	80301
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	3784262	PURELY ELIZABETH.
Registration Number:	4913945	PURELY ELIZABETH.
Serial Number:	86702740	YOU ARE WHAT YOU EAT. EAT PURELY.
Serial Number:	86702789	EAT PURELY. LIVE PURELY.
Serial Number:	86610776	PURELY ELIZABETH.
Serial Number:	87341055	REFRESH
Serial Number:	87341058	SHINE
Serial Number:	87341060	MIND
Serial Number:	87341066	IMMUNITY
Serial Number:	87014490	PURELY ELIZABETH.

CORRESPONDENCE DATA

Fax Number: 8668507498

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 212-883-4909

Email: adivino@cozen.com, tmdocketing@cozen.com

Correspondent Name: Amy F. Divino, Cozen O'Connor

Address Line 1: 277 Park Avenue

TRADEMARK

Address Line 4:	New York, NEW YORK 10172
ATTORNEY DOCKET NUMBER:	321069
NAME OF SUBMITTER:	Amy F. Divino
SIGNATURE:	/Amy F. Divino/
DATE SIGNED:	07/19/2017
Total Attachments: 2 source=scan#page1.tif source=scan#page2.tif	

U.S. TRADEMARK ASSIGNMENT

Whereas, Appetite For Healthy Living LLC (hereinafter "Assignor"), a limited liability company organized and existing under the laws of the State of New York, having an address at 3200 Carbon Place, Suite 101, Boulder, Colorado 80301, is the owner of the following trademarks, and active applications and active registrations in the United States Patent and Trademark Office:

Trademark	Application No./ Registration No.	Filed/Granted	Status
PURELY ELIZABETH.	3,784,262	04 May 2010	Issued
PURELY ELIZABETH.	4,913,945	08 March 2016	Issued
YOU ARE WHAT YOU EAT. EAT PURELY.	86/702,740	23 July 2015	Pending
EAT PURELY. LIVE PURELY.	86/702,789	23 July 2015	Pending
PURELY ELIZABETH.	86/610,776	27 April 2015	Pending
REFRESH	87/341,055	17 February 2017	Pending
SHINE	87/341,058	17 February 2017	Pending
MIND	87/341,060	17 February 2017	Pending
IMMUNITY	87/341,066	17 February 2017	Pending
PURELY ELIZABETH.	87/014,490	26 April 2016	Pending

Whereas, Purely Elizabeth LLC (hereinafter "Assignee"), a limited liability company organized and existing under the laws of the State of Delaware, having an address at 3200 Carbon Place, Suite 101, Boulder, Colorado 80301, is desirous of acquiring the trademarks, the portion of the ongoing and existing business to which the trademarks pertain, the goodwill of the business symbolized by the trademarks, and the applications and registrations therefor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor irrevocably conveys, transfers and assigns to Assignee all of Assignor's right, title and interest in and to the trademarks, the ongoing and existing portion of the business to which the trademarks pertain, together with the goodwill of the business symbolized connected with the use of, and symbolized by the trademarks:

1. The trademark applications and trademark registrations set forth above and all issuances, extensions and renewals thereof;

2. All rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction throughout the world;

3. Any and all royalties, fees, income, payments, and other proceeds now or hereafter due to payable with respect to any and all of the foregoing; and

4. Any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

Appetite For Healthy Living LLC

By:



Elizabeth Stein
Managing Member

Dated: ~~30th~~ June 2017